

Organ Plays at 9, 11, 11:55
and 4:50
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Showers

Now Is When America's Greatest Furniture Sale Proves Unmistakably Its Right to the Name

Human Affairs Have the Same Steps of Growth

as plants and some trees.

First and slowest, the invisible growth of the root. The second, the hidden growth of the stem, and third, the root and the stem combined throw out the blossom and flower.

The Pennsylvania Railroad over the Schuylkill River above Girard Avenue was almost a whole year widening its bridge to increase its trackage for the increased freight traffic. Much of the work was the broadening of the foundations, and almost all out of sight inside the caissons under the surface of the water.

The beginnings of almost everything worth while, the preparation by school studies, learning a trade or a professional life, is hidden work; it must have roots deep in the mind and heart; a purpose the second step, and later on the bloom, when the years of getting ready will show the flowers of success.

Years and years of toil out of sight are back of this enterprise that grew from a little acorn.

[Signed] *John Wanamaker*

August 25, 1919.

THE nearer we get to the end of the furniture sale, the more clearly do its great resources reveal themselves.

It is still a sale of splendid assortments and abundant opportunities—that is, for those who know how to take timely advantage of them. The sale is now a matter of four days, and it will likely be a good while before the opportunities presented by these last four days will be repeated.

As things appear now, it cannot pay any one who needs good furniture to wait.

We dislike harping on the advancing tendency of prices at the factories, and yet that is a condition which it would be foolish to ignore. It really means more to the homekeeper than it means to a store.

And the exact meaning of it is that it will pay anybody who is likely to need furniture within any reasonable length of time to buy it now, because to buy now is to get ahead of the market and save money. All the furniture in this sale is more valuable now than it was in July; but in September it will be priced anywhere from 10 to 70 per cent higher than it is now.

Merchandise that is appreciating in value is good for a store to own. Many a furniture store would now be glad to have for selling at the full market value next month furniture we are selling this month at reduced prices.

We ourselves may well be glad to have it to sell at the full price next month, too, and for that reason we are not eager to get rid of it. But an August Sale is an August Sale at Wanamaker's, and all the



furniture in the sale will continue at the reduced prices until the last business hour of August.

After that it will go higher. So now you can decide for yourself what to do, but keep the fact well in mind that you have no time to spare.

Some Fine Living Room, Library and Hall Pieces from a Magnificent Collection

- \$35 for a cretonne-covered fire-side chair with loose cushion seat.
- \$46 for a tapestry-covered easy chair, Queen Anne design.
- \$49 for an overstuffed tapestry-covered lounging chair with loose cushion spring seat.
- \$97 for an overstuffed davenport covered with tapestry, with 3 loose cushion seats.
- \$117 for an overstuffed lounging chair covered with blue mohair.
- \$130 for an Empire sofa in mahogany covered with striped mulberry velour.
- \$135 for a linen-covered wing chair of the Chippendale period.
- \$139 for a William and Mary chair covered with antique velvet.
- \$139 for a Chippendale sofa covered with figured mulberry damask.
- \$144 for a Queen Anne sofa with loose cushion seats and two loose pillows. All are covered with striped mulberry velour, and the chair has cane back and ends.
- \$165 for an overstuffed lounging chair with loose cushion seat, covered with figured mulberry velour.
- \$198 for a kidney-shaped overstuffed davenport, tufted back and loose cushion seat, covered with green velour.
- \$200 for an overstuffed davenport with loose cushion seats covered with mulberry velour.
- \$234 for an overstuffed davenport with loose cushion seat, covered with blue plush.
- \$270 for an overstuffed Chesterfield sofa covered with blue and gold mohair.
- \$290 for an overstuffed davenport with loose cushion seats and covered with figured mulberry velour.
- \$298 for an overstuffed sofa covered with fawn-colored, figured plush.
- \$350 for an overstuffed sofa with Queen Anne base, seat, back and arms covered with figured plush, outside arm and back covered with blue velour.

(Fifth Floor)

A Long-Expected Shipment of White Jersey Silk

At last it is here, and there have been many women asking for it to make entire dresses, separate skirts and even handsome tailored blouses.

It launders perfectly and is altogether a most practical silk for all lingerie purposes.

32 inches wide and \$3.50 a yard. This is a clear saving of \$1.50 a yard over what this same silk would sell for if bought at today's wholesale prices.

(First Floor, Chestnut)



New Blue Serge Frocks Still Arriving for Young Women

We are almost inclined to say that they are the prettiest yet and there is this nice thing about them, there are many styles at moderate prices.

Also we have been particularly careful that even the least expensive dress is of a good grade all-wool serge.

For example: here is a nicely tailored, fine weave, all-wool serge, in tunic style with rows of buttons, either navy blue or brown at \$27.50.

Or a still better in men's wear all-wool serge, a clever little frock with tucked over-

skirt and a tiny white satin vest at \$32.50.

For \$40 one can have either one of two beautiful models in men's wear serge—one has a blouse front and box-pleated tunic with a round collar and cuffs of Copenhagen blue tricot embroidered in black.

And there is also another in the same kind of serge with an accordion-pleated skirt and tunic bordered with a checked design done in tan and blue wool thread.

There are handsomer blue serge and tricot dresses, many styles going up to \$75. All come in 14 to 20 year sizes.

New Pleated Skirts

They are to be so much the fashion that every young woman will want at least one to wear with blouses and a top coat.

They are made of the prettiest plaids, bright colors and

darker combinations, accordion or box pleated, and some pleats only at the side. There are odd little new tricks with belts, pockets and tabs.

Prices from \$25 to \$33.50 for 14 to 20-year sizes.

(Second Floor, Chestnut)

Women's Nut Brown Oxfords Special at \$8

Just 300 pair of one of the most desirable styles of women's low shoes, in all sizes and widths, from AAA to D.

Nut brown calfskin oxfords with long vamps, narrow toes, indicated wing tips and military heels.

Can be worn now and with spats later. Uncommonly good-looking shoes for \$8.

(First Floor, Market)

Envelope Chemises

Pink ones of silk, plain or lace trimmed or ribbon trimmed—which ever one prefers.

Crepe de chine, \$3.50 to \$7.50.

Satin, \$4.50 to \$8.50.

(Third Floor, Central)

The Soft Sheen of Pearls Is Becoming to All Women

But not all women feel they can afford a genuine pearl necklace.

For such women we have particularly beautiful imitation pearls with an exquisite luster, and what is more, they never lose this luster. In fact, customers tell us that these necklaces improve with the wearing.

After many comparisons we are sure they are the most satisfactory imitation pearls at their price to be found anywhere.

\$10 to \$22 for 16-inch necklaces.

\$12.50 to \$25 for 18-inch necklaces.

\$21 to \$30 for 24-inch necklaces.

All have 14-karat gold clasps. (Jewelry Store, Chestnut and Thirteenth)

Patent Leather Slippers

Dainty affairs with long vamps, pointed toes and high Louis heels, price \$11 in the Exclusive Little Boot Shop.

Cut steel buckles to go with them are \$2.50 to \$35, or even \$80.

These buckles, of course, are all from Paris.

(First Floor, Market)

Women's Chamois Lisle Gloves in New Fall Styles

Just about the most practical gloves for in-between seasons that one could find, for they are the right weight, they wear well and fit well; when soiled they are easily washed.

With two clasps at wrist, in black, white, gray, mastic or pongee. \$1 a pair.

Eight and twelve button length for short sleeve dresses, white or pongee. \$1.50 and \$1.85 a pair.

(Main Floor, Central)

Accordion-Pleated Skirts a Fall Fashion

And a very favorite fashion too, perhaps because such pleats have a grace all their own. Some of the skirts are made of worsted with small or large plaids—and very striking indeed these are; some are of plain navy with white stitching forming the slight ornamentation; some of crepe de chine with deep borders of gold thread embroidery.

One novel design is navy blue serge with a spiral of black silk braid from waist to hem.

Prices are \$25 to \$28.75. (First Floor, Central)

ELECTRICAL HELPS

For the Laundry—

The electrical washing machine. Seven kinds here—\$75 to \$150.

Electrical ironing machines, \$140.

Electrical irons, guaranteed against burnouts, \$5 and \$6.50.

For the Kitchen—

The electrical kitchen unit which will turn the ice cream freezer or the coffee mill, churn the butter or beat the eggs, knead the bread or sharpen the knives, is \$75.

Coffee percolators, \$9.50 to \$25.

Tea samovars, \$16.

Toasters that turn the toast, \$7.

Tea kettles, \$11.75 and \$13.50.

The electrical dishwasher does a hundred pieces in three minutes, dries and sterilizes them. Of platinized tin, \$123.50; of copper, \$135.

Electrical ranges, \$125 and \$165.

(Fourth Floor, Central)

Electrical fireless cookers which will keep the food hot until served, \$30 to \$50.

Electrical disc stoves, single heat, \$8; 3 heat, \$9.

For the Living, Bath and Bedrooms—

Electrical fans, \$6.25 to \$36.50.

Curling irons, \$6.50.

Hair driers, \$20.

Vibrators, \$30 to \$27.

Heating pads, \$5 and \$10.

Heaters, \$10.

Immersion water heater, \$6.

Water heaters of 1 pint capacity, \$10.50.

Nursery milk warmer, \$11.

Cluster plugs that permit the use of light and device at the same time, 2-light, \$1.25; 3-light, \$1.50; 4-light, \$1.75.

For the Dining Room—

Electrical chafing dishes, \$14 to \$20.

Entree dishes, \$17.50.

(Fourth Floor, Central)

Little Things

An aluminum pressing board may be the means of smoothing out a good many little difficulties at home and abroad. One which folds in two and could travel in a suit case sells at \$5.

Another pressing board of the utmost simplicity has a padded cover which can be laced at the back, and its price is \$1.25.

Jelly bags of clean cheesecloth are supported on a metal standard upon which the kettle full of jelly can also be placed. This is 75c.

A glass salt box which is fluted, has a glass cover and can be hung on the wall is 35c.

Little glass containers are perfect for left-overs which you wish to put in the icebox. Each container has a cover. 25c.

The lowest-priced garbage can isn't always the best. One which is chicken, cat and dog proof is \$1.15.

The Cleveland gas heater is one of the best of small heaters. Its coils are all copper, and it will heat water for any boiler with capacity inside of forty gallons. Price \$15.

Triple saucepans for fireless cookers are treasures. Made of seamless aluminum. \$4.25.

A handy little gas range, and the best we know of, has a white enameled front or hinged door, three burners and an oven, 11x16 inches. Price \$26.

The Androck oven can be used on the top of the gas stove for toasting, baking and the heating of flat irons. 85c.

(Fourth Floor, Market)

Men's Panama Hats, \$3— a Sweeping Clearaway

This includes all our Panama hats that have been up to four times tomorrow's price. The lowest-priced hat in the lot was almost double.

There are Alpine, telescope, sailor and natural shapes, so every man will find one to suit.

An unusual opportunity to get a good Panama hat for a very low price.

(Main Floor, Market)

Four Days to Buy Bedding at August Sale Prices

All our mattresses, pillows, bolsters and bedsprings will be marked 10 to 20 per cent higher once the August Sale ends and the ending will be on next Friday.

Between now and then you have plenty of time to choose and plenty of goods to choose from, but if you mean to secure some of this good bedding at a saving of 10 to 20 per cent, the sooner you do the choosing the better.

(Sixth Floor, Chestnut)

Reed Bird Season Opens September 1

The Sporting Goods Store has everything you need for it and an expert to help you make selections, if you wish.

Double-barrel shotguns, including the Parker, Fox, Manhattan and Fulton, \$32.50 to \$105.

Winchester repeating shotguns, \$50.

Single-barrel shotguns, \$11.

Shells in various loads and makes, \$1.10 to \$1.50 a box.

And any sort of gunning clothing or accessories to add to the comfort and success of a trip.

(The Gallery, Juniper)

Little Boys' Wash Suits Reduced to \$2.75 to \$4.75

There is one reason only for this reduction, and that is that all these good little suits have three-quarter sleeves.

Many mothers will not mind this in view of the savings in price—some are less than half price.

They are chambray and heavier tub fabrics in corn color, light and dark blue, green or tan. Middy, smock and Norfolk styles and sizes 2 to 5 years.

(Third Floor, Chestnut)

Shelf Clearing in the Blanket and Quilt Store

(Good Time to Look for Your Winter Needs)

We have 88 comfortables all reduced one-third, thirteen different kinds included, and at nine different prices from \$3.25 to \$16 each.

In between are quilts at \$5, \$6, \$6.75, \$8, \$9, \$10 and \$12.50.

The variety takes in silk, satin, embroidered silk, silk mull, cambric, sateen and silkoline coverings and fillings of wool, and wool and cotton mixed.

47 more blankets have been reduced one-third. Mostly in two grades, all-wool and 75 per cent wool.

At \$15 a pair are white blankets of a very fine kind, 75 per cent wool, size 60x90, all cut and bound separately.

At \$10 a pair are white blankets with borders in either pink or blue, all-wool, 60x84 inches.

Also three grades of individual blankets made in rose, dark blue and lavender; jacquard-woven, 72x84 inches and 72x90 inches. Some are bound all around with wide satin binding; some are 80 per cent wool, and others are all-wool.

All reduced one-third, on account of being samples. Now priced at \$12 and \$12.50 each.



(Sixth Floor, Central)



The Cameo Shop of super-candy has prepared some delicious confection in the shape of mint and coconut chocolates.

The mint chocolates are large, round, creamy mints covered with thick, rich chocolate, and the others are conical chocolates stuffed with luscious grated coconut.

Price \$1.25 a pound. (At the Chestnut Street Door)

French Colored Handkerchiefs Which Have No Equals

So soft, so exquisite in tone, and in such beautiful designs.

We have a really marvelous assortment of these handkerchiefs in geranium red, deep violet, lavender, light and dark blue, green, gray, tan and rose.

They come in glove and regular size. 65c to \$16 each. (Main Floor, Central)